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20 September 1957

MEMORANDUM FOR THE RECORD

SUBJECT: Resume of OCB Luncheon Meeting, 18 September 1957

PRESENT: Mr. Cutler, General Cabell, Dr. FitzGerald, Mr. Gray,
Mr. Murphy, Mr. Scribner, Mr. Sprague, Mr. Washburn,
Mr. Melbourne

1. Mr. Washburn presented an idea that has been getting some attention in USIA, for promoting the US position on disarmament. This would take the form of a major campaign over and above the usual USIA handling of this theme and would have as its objective bringing home forcibly to the people of every country in the world the essential elements of the American stand on disarmament and the basic reasoning behind it.

One possible facet of such a campaign could be having the President address letters to the head of every sovereign country, in which he would explain our position. Mr. Washburn estimated that the entire campaign, which if approved would probably run through next year, would cost about \$3 1/2 million.

The idea was discussed at some length and mixed reactions were obtained. The discussion resulted in no recommendations for definitive action, particularly since Mr. Washburn had made it clear that USIA was not yet prepared to make definite proposals along these lines.



C. P. CABELL

Lieutenant General, USAF
Acting Director

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